

north american WHITETAIL

2018 MEDIA KIT

northamericanwhitetail.com

UNCHALLENGED

Other species have their fans — but the white-tailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as *North American Whitetail*. With its consistent delivery of content keyed to hardcore hunters and habitat managers, *NAW* remains the leading authority in the whitetail market. *North American Whitetail TV* brings the same quality of content and credibility to its avid audience on Sportsman Channel, while *NorthAmericanWhitetail.com* delivers the digital content online users want. Put it all together and you have a diverse media platform serving the largest single market in big-game hunting.





A Place of Refuge

Perhaps nothing else improves your trophy odds as much as providing bucks with a sanctuary on the land you hunt. And this carries the best kind of price tag: virtually free.

BY STEVE BARTYLLA

I had to do a couple takes to see the difference after becoming aware that there are two types of hunting: one that is done for the trophy and one that is done for the hunt. The latter is the one that I prefer. It's the one that I want to see more of. It's the one that I want to see more of. It's the one that I want to see more of.

northamericanwhitetail.com

WIRELESS WHITETAIL WORK

DOES THE LATEST 'WAVE OF TRAIL' CAMERAS OFFER THE DEER HUNTER A DECIDED ADVANTAGE?

Ever wish you had an invisible camera that could see through the trees and brush to track a deer's movements? Well, now you can. The latest wireless trail cameras offer a host of features that make them a great addition to your hunting arsenal. They can be set up in a matter of minutes and can be accessed from your smartphone or computer. They can also be set to take photos and videos of any animal that enters their field of view. And they can be set to take photos and videos of any animal that enters their field of view.



Photo: Steve Bartylla

SIGNPOST SECRETS

When you can get bucks to walk to a predictable spot in your hunting area, you're taking charge of your season.

Part 2

Wouldn't it be amazing to know just how many whitetail deer are in your area? Well, now you can. The latest wireless trail cameras offer a host of features that make them a great addition to your hunting arsenal. They can be set up in a matter of minutes and can be accessed from your smartphone or computer. They can also be set to take photos and videos of any animal that enters their field of view. And they can be set to take photos and videos of any animal that enters their field of view.

The whitetail, its habitats and hunting methods are diverse. So North American Whitetail has cultivated a large group of real experts to provide rock-solid information. We help readers find not just more deer but also more enjoyment in the field.

Learning Curve

A crafty buck uses his memory of close calls to help him reach old age. But if we learn along with him, we can use accumulated knowledge of his patterns to tighten the noose.

The hunting season isn't over yet, but I've already seen a lot of deer. It's not just the ones that are still in the woods, but the ones that are still in the woods. It's not just the ones that are still in the woods, but the ones that are still in the woods. It's not just the ones that are still in the woods, but the ones that are still in the woods.

RESPECTED VOICES IN THE DEER WOODS

Today's avid whitetail hunter wants answers to real-world issues. To meet that demand, *NAW* has always worked with the most respected names in the whitetail world: lifelong hunters and resource managers who themselves have faced similar situations and have worked hard to find practical solutions. Among these experts are biologist **Dr. James Kroll** ("Dr. Deer") and *NAW* editor in chief **Gordon Whittington**, both of whom have spent decades traveling North America to bring readers the latest hunting and management strategies. In the

pages of *NAW* they're joined by such experts as **Steve Bartylla**, **Don Higgins**, **Bernie Barringer**, **Tony J. Peterson**, **Patrick Hogan**, **Haynes Shelton**, **Darren Warner**, **Mark Kayser** and **Dan Cole**: all writers whose words reflect years of experience across the varied landscape that is today's whitetail country.



this eight is enough

A gift muzzleloader and a gift buck combined to make my 2014 Indiana season merry indeed.

BY SHAWN THOMPSON

I CAN'LL REMEMBER every detail of what happened on the day I saw the buck. I was out with my 10-gauge muzzleloader and my 10-gauge muzzleloader. I was out with my 10-gauge muzzleloader and my 10-gauge muzzleloader.

SHAWN THOMPSON'S BUCK			
Measure	Weight	Length	Volume
Head & antlers	20.00	28.00	2.00
1st point (to tip)	5.00	4.10	0.50
2nd point (to tip)	12.00	3.00	0.50
3rd point (to tip)	10.00	2.10	1.00
4th point (to tip)	—	—	—
1st inch (to tip)	5.00	5.10	—
2nd inch (to tip)	4.00	4.10	0.50
3rd inch (to tip)	3.00	3.10	0.50
4th inch (to tip)	2.00	2.10	0.50
5th inch (to tip)	1.00	1.10	0.50
6th inch (to tip)	0.50	0.50	0.50
7th inch (to tip)	0.25	0.25	0.25
8th inch (to tip)	0.125	0.125	0.125
9th inch (to tip)	0.0625	0.0625	0.0625
10th inch (to tip)	0.03125	0.03125	0.03125
11th inch (to tip)	0.015625	0.015625	0.015625
12th inch (to tip)	0.0078125	0.0078125	0.0078125
13th inch (to tip)	0.00390625	0.00390625	0.00390625
14th inch (to tip)	0.001953125	0.001953125	0.001953125
15th inch (to tip)	0.0009765625	0.0009765625	0.0009765625
16th inch (to tip)	0.00048828125	0.00048828125	0.00048828125
17th inch (to tip)	0.000244140625	0.000244140625	0.000244140625
18th inch (to tip)	0.0001220703125	0.0001220703125	0.0001220703125
19th inch (to tip)	0.00006103515625	0.00006103515625	0.00006103515625
20th inch (to tip)	0.000030517578125	0.000030517578125	0.000030517578125



BEST OF BOTH WORLDS

Whitetails aren't native to Europe, but some fine deer guns made there work just as well on this side of the Atlantic. And for less out of pocket than you might have assumed.

European hunters. The deer season ends in October in most of Europe, but some fine deer guns made there work just as well on this side of the Atlantic.

Whitetails aren't native to Europe, but some fine deer guns made there work just as well on this side of the Atlantic.

And for less out of pocket than you might have assumed.

Whitetails aren't native to Europe, but some fine deer guns made there work just as well on this side of the Atlantic.

GEAR WISE

A SMOOTHBORE NO MORE

Shotgun hunting for whitetails has come a long way from the days of simply showing a lot of lead into your old beat gun and hoping for the best.



WINCHESTER 332

Introduction to smoothbore hunting and shotgun hunting. The Winchester 332 is a smoothbore shotgun designed for hunting whitetail deer. It features a 28-inch barrel and a 3.5-inch bore diameter. The Winchester 332 is a smoothbore shotgun designed for hunting whitetail deer. It features a 28-inch barrel and a 3.5-inch bore diameter.

THE OTHER DESERT WHITETAILED

OVERLOOKED AND UNDER APPRECIATED, THE CAHON MOUNTAIN CHASMPRES OFFERS A UNIQUE HUNTING EXPERIENCE IN A UNIQUE PART OF THE WORLD.



THE CAHON MOUNTAIN CHASMPRES OFFERS A UNIQUE HUNTING EXPERIENCE IN A UNIQUE PART OF THE WORLD.

SAVER 101 CLASSIC XT (GERMANY)



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ON TARGET WITH TODAY'S HUNTERS

Firearms hunting remains hugely popular with the whitetail crowd; in fact, despite recent growth in archery hunting, more sportsmen still hunt deer with guns than with bows. The NAW staff grew up loving the smell of gunpowder, and we appreciate firearms' role in putting venison on the table and keeping deer numbers in check. That's why we publish great advice on selecting and using all manner of firearms for whitetails.

gun tags — be it with a rifle out on the prairie, a slug gun in a Midwest corn field or a muzzleloader in a suburban woodlot in the Northeast.

From debating new whitetail cartridges to telling how to coax a few more feet per second out of a slug gun to covering that new state-record muzzleloader buck, we provide the content serious gun-loving hunters crave.

And we know hunting conditions and seasons vary widely. So we make sure to feature how-to content that will help readers fill those



North American Whitetail readers are deep into gun hunting — and our pages reflect that. We tell hunters what's happening on the firearms front and help them use that gear effectively when it's time to hit the woods.

northamericanwhitetail.com



With its release between the July Gear Guide and September Hunting Annual, our unique DIY Special hits this growing segment of the whitetail market just as interest in unguided deer hunting accelerates in mid-summer.

HAMMER IT IN PRIME TIME

For a whitetail hunter, the last few months leading into a new season are a time of great anticipation. While the hardcore deer hunter is always thinking about his favorite big-game animal, as summer turns to fall these core readers are joined by an increasing number of others seeking the latest and greatest info on gear and hunting tactics. That makes our July, August and September issues prime time for marketing products and services to today's whitetail audience.

Our August DIY issue drops to subscribers and newsstands after our July Gear Guide and precedes our September Hunting Annual. The DIY editorial

theme dovetails nicely between those two issues. It's all about the hunt, and the hunt in large measure is about your product in action. Combined, these three issues will deliver a mother lode of impressions to an extremely high-quality group of prospects couched in the strongest editorial environment available to the whitetail products market.



2018 EDITORIAL CALENDAR

Whether it's hunting season or not, *North American Whitetail* readers get tons of great information they can use in real time. Each issue is packed with relevant editorial content tailored to that time of year. The result is a magazine totally in tune with its avid readership.



SPRING MANAGEMENT SPECIAL

THEME: private-land whitetail management
FEATURES: better food plots, practical measures for reducing predator and feral hog problems
Ad Close Date: 12/7/17 On-Sale Date: 2/6/18

JUNE FULL DRAW SPECIAL

THEME: preparing for the 2018 bow season
FEATURES: summer scouting; off-season bow practice; 2018's best new archery gear
Ad Close Date: 3/20/18 On-Sale Date: 5/15/18

JULY GEAR GUIDE

THEME: pure bowhunting for whitetails
FEATURES: new crossbows and archery accessories; early-season bow stand setups; hunting feeding patterns
Ad Close Date: 4/23/18 On-Sale Date: 6/19/18 Re-release: 9/4/18

AUGUST DIY SPECIAL

THEME: places, tactics and gear for DIY deer
FEATURES: selecting and scouting the right area away from home; backcountry gear; success stories
Ad Close Date: 5/25/18 On-Sale Date: 7/24/18

SEPTEMBER HUNTING ANNUAL

THEME: best tactics and gear for 2018
FEATURES: 2017's greatest bucks and how they were taken; gearing up for bow and gun seasons; hot tactics
Ad Close Date: 6/25/18 On-Sale Date: 8/21/18 Re-release: 11/13/18

OCTOBER HOW-TO SPECIAL

THEME: tactics for real-world whitetail success
FEATURES: stand-hunting secrets; attracting bucks with scents and calls; unraveling early-season patterns
Ad Close Date: 7/23/18 On-Sale Date: 9/18/18

NOVEMBER RUT SPECIAL

THEME: hunting the peak time for huge bucks
FEATURES: real-world rut success stories and what readers can learn from hunters who took giants in 2017
Ad Close Date: 8/27/18 On-Sale Date: 10/23/18

DECEMBER/JANUARY LATE-SEASON SPECIAL

THEME: celebrating the season
FEATURES: reflecting on the year's greatest deer stories; great holiday venison dishes; late-season buck tactics
Ad Close Date: 10/5/18 On-Sale Date: 12/4/18



HOG HUNTING

With wild hog populations on the rise across the whitetail's range, it's more important than ever for today's hard-core deer habitat managers to stay informed on the latest hog control strategies, hunting and trapping tips and equipment. Send your marketing message to the serious hog hunting population with the publication they rely on to make them more successful.

INSIDE 2018

- Feral Hog Hunting Tactics & Strategies
- Latest Technology & Gear for Night Hunting
- Guns & Archery Products That Get It Done
- Wild Pork Preparation Tips
- Much More Great Info!

Hog Hunting 1

Ad Close Date: 11/21/17 On-Sale Date: 1/30/18 Distribution: 77,500

Hog Hunting 2

Ad Close Date: 9/4/18 On-Sale Date: 11/6/18 Distribution: 77,500

SPECIAL RATES:

Full-Page	4-Color	\$2,295
Half-Page	4-Color	\$1,195
Third-Page	4-Color	\$830
Quarter-Page	4-Color	\$595



2018 DEMOGRAPHIC HIGHLIGHTS

We serve an audience of avid, affluent readers who hunt with assorted types of gear for many days every deer season. These enthusiasts constitute the core of today's serious whitetail market.

MRI, 2016 Doublebase (Audience, Men, Women, Age, Income - DJG Prototype); North American White-tail Subscriber Study, Accelara Research, 2014



Total Audience	774,246	%Comp
Men	87%	
Women	13%	
Median Age	49.1	
Married	78%	
Have Children	84%	
Employed	74%	
Average Household Income	\$98,600	
Hunting Whitetail Deer, Past 12 mos.	97%	
Average # of Days Hunting Whitetail Deer, Past 12 mos.	31.8	
Days Spent on Other Deer Hunting-Related Activities	38.6	
Average Years Hunting Whitetail Deer	27.6	
Use Firearms to Hunt Deer	91%	
Use Bow/Crossbow to Hunt Deer	84%	
Bowhunt	76%	
Crossbow	17%	
Centerfire Rifles Owned for Deer Hunting	92%	
Own a Bolt-Action Rifle	74%	
Own a Lever-Action Rifle	35%	
Own a Pump-Action Rifle	32%	
Own a Semi-Auto Rifle	31%	
Own an AR or Variant	16%	
Muzzleloaders Owned for Deer Hunting	64%	
In-Line	60%	
Flintlock	9%	
Own a Trail Camera for Deer Hunting	80%	

Shotguns Owned for Deer Hunting	96%
Own a Pump-Action Shotgun	48%
Own an Auto-Loader Shotgun	29%
Own a Single-Shot Shotgun	18%
Own a Bolt Action Shotgun	11%
Own Optical Items	99%
Own Binoculars	95%
Own Variable-power Rifle Scope	91%
Own Fixed-Powered Rifle Scope	38%
Took an Overnight Trip to Hunt Deer, Past 12 mos.	69%
Took an In-State Trip	78%
Took Out-of-State Trip Midwest	22%
Took Out-of-State Trip Northeast	10%
Took Out-of-State Trip Southeast	9%
Took Out-of-State Trip Southwest	4%
Traveled to Canada to Hunt Deer	4%
Average amount Spent on Out-of-State Overnight Deer Hunting Trip, Past 12 mos.	\$1,582
Average Number of Days Spent on Overnight Deer Hunting, Past 12 mos.	14.4
Average # of Days Spent Bowhunting Past 12 mos.	23.7
Own a Compound Bow	89%
Own a Recurve Bow	20%
Own a Crossbow Bow	35%
Own a Longbow	9%
Household/Owns/Plans to Buy Tractor, ATV/UTV	78%
Household/Owns/Plans to Buy Tractor	45%
Household/Owns/Plans to Buy ATV/UTV	86%
Average # of ATVs Owned	1.4
Use ATV for Recreation	87%
Use ATV for Work	48%
Use ATV for Food Plot	50%

2018 GENERAL ADVERTISING RATES

Using *North American Whitetail* as a key marketing tool allows a client to put its message in front of serious deer enthusiasts at an extremely cost-effective rate.

Effective January 2018

4-Color	Gross	1X	4X	6X	8X
Full Page	\$7,952	\$7,559	\$7,155	\$6,758	
2/3 Page	6,042	5,734	5,432	5,135	
1/2 Page	4,843	4,599	4,360	4,122	
1/3 Page	3,570	3,390	3,209	3,034	
2-Color		1X	4X	6X	8X
Full Page	\$6,886	\$6,53	\$6,195	\$5,850	
2/3 Page	5,214	4,959	4,700	4,434	
1/2 Page	4,180	3,962	3,761	3,555	
1/3 Page	3,092	2,928	2,785	2,631	
B & W		1X	4X	6X	8X
Full Page	\$6,005	\$5,702	\$5,400	\$5,103	
2/3 Page	4,259	4,047	3,835	3,623	
1/2 Page	3,422	3,247	3,077	2,907	
1/3 Page	2,393	2,275	2,154	2,031	
1/4 Page	1,925	1,830	1,729	1,632	
1/6 Page	1,327	1,258	1,194	1,130	
Covers		1X	4X	6X	8X
Cover 2	\$8,885	\$8,435	\$7,994	\$7,554	
Cover 3	8,487	8,063	7,638	7,219	
Cover 4	10,041	9,538	9,033	8,535	

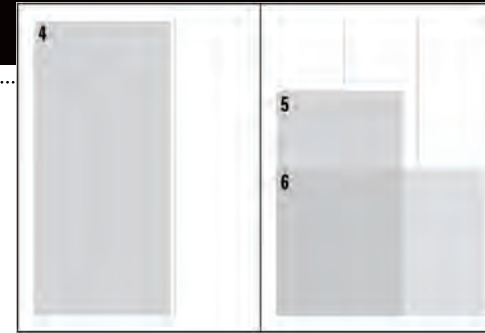
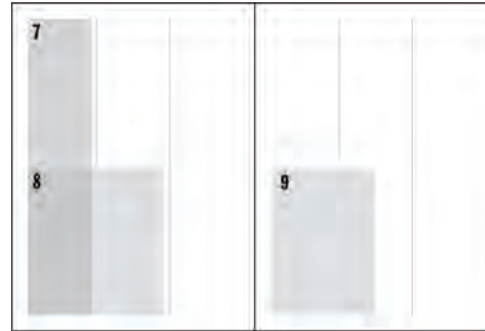
On-The-Trail	2X	4X	8X
Ad unit			
BW 1 inch	\$239	\$228	\$202
4/C	350	340	313
BW 2 inch	14	372	345
4/C	525	478	451
BW 3 inch	594	515	483
4/C	737	652	621
BW 4 inch	780	647	626
4/C	950	817	790
4/C only 9 inch	1,703	1,618	1,533
3.5 X 4.5	1,703	1,618	1,533
4/C 1/2 page	3,034	2,923	2,812
Pro Shop			
4/C 1/4 page	\$1,703	\$1,618	\$1,533



2018 CONTRACT & COPY REGULATIONS

Typical Advertising Sizes and
Mechanical Specifications:
Trim Size: x 7 3/4 w x 10 1/2 h

A SWOP-standard proof, pulled
from the supplied file, must be
submitted with each 4-color ad.



1. Two Page Spread
Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two Page One-Half Horizontal
Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. Full Page
Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. Two-Third Vertical
Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. One-Half Vertical
Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

6. One-Half Horizontal
Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

7. One-Third Vertical
Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

8. One-Third Square
Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

10. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

11. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

12. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

13. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

14. One-Eighth Page
Non-Bleed: 2.125 x 3.5

15. One Inch Banner
Non-Bleed: 6.75 x 1

16. Two Inch Banner
Non-Bleed: 6.75 x 2

17. Eight Inch Vertical
Non-Bleed: 2.125 x 8

18. Seven Inch Vertical
Non-Bleed: 2.125 x 7

19. Six Inch Vertical
Non-Bleed: 2.125 x 6

20. One Inch 2-Column
Non-Bleed: 4.375 x 1

21. One Inch Vertical
Non-Bleed: 2.125 x 1

"ON-THE-TRAIL" SIZES
One Inch
1.75w x 1h

Two Inch Vertical
1.75w x 2.125h

Non-Bleed - 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim - The edge of the page

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Two Inch Horizontal
3.5625w x 1h

Three Inch Vertical
1.75w x 3.25h

Four Inch Vertical
1.75w x 4.375h

Four Inch Horizontal
3.5625w x 2.125h

Nine Inch
3.5625w x 4.5h

"PRO SHOP" SIZES
One-Quarter Vertical
3.25w x 4.5h

One-Sixth Vertical
2.25w x 4.5h

CONTINUED ▶

The whitetailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as **North American Whitetail**. With its consistent delivery of content keyed to hardcore hunters and habitat managers, NAW remains the leading authority in the whitetail market.

110k 

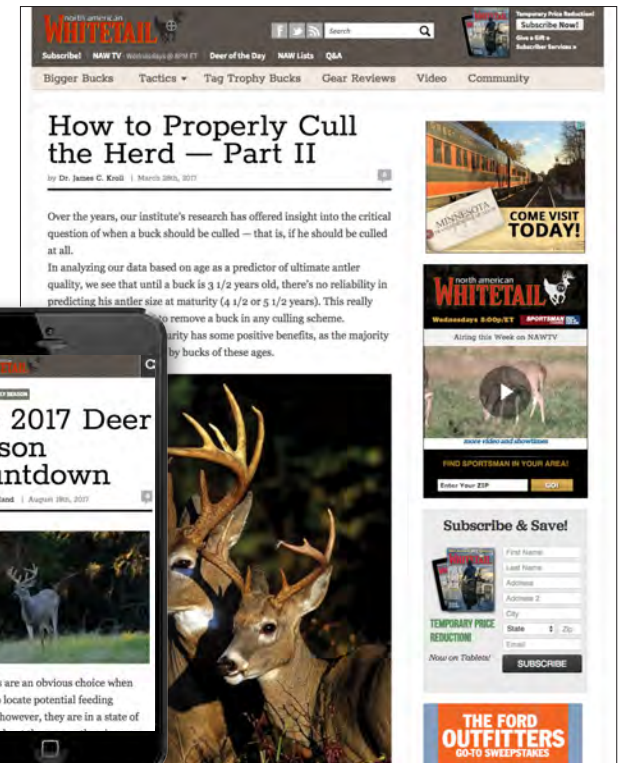
Avg. Monthly Uniques

42.9 

Median Age

At A Glance

Average HHI	\$81,900
Male (%)	90%
Annual Page Views	5,107,067
Avg. Time Spent	1:47
Pages Per Session	3.2
Traffic From Mobile/Tablet Devices	69%
eNewsletter Subscribers	45,100
Social Media Followers	49,959



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads

1400x200 (Super Header)

HIGH IMPACT

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

OSG Network
.21 CTR

Standard Industry Benchmarks
.14 CTR

300x600
300x250
728x90

320x100
320x50
300x250

MOBILE / TABLET

VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream

GET IMPROVED PERFORMANCE

OSG Network CTR performs **50% better** than standard industry benchmarks.

Source: Doubleclick for Publishers, July 2017

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

IMPROVED PERFORMANCE

18%

Higher Lift In Purchase Intent

25%

More Engagement

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

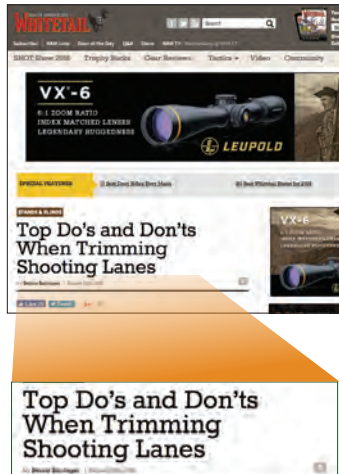
Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

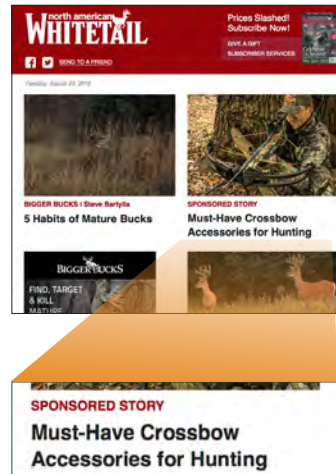
Native Ads



Your Content



E-Newsletter



Content to be shared across social channels



Source: Polar 2016

OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.

eNewsletter:

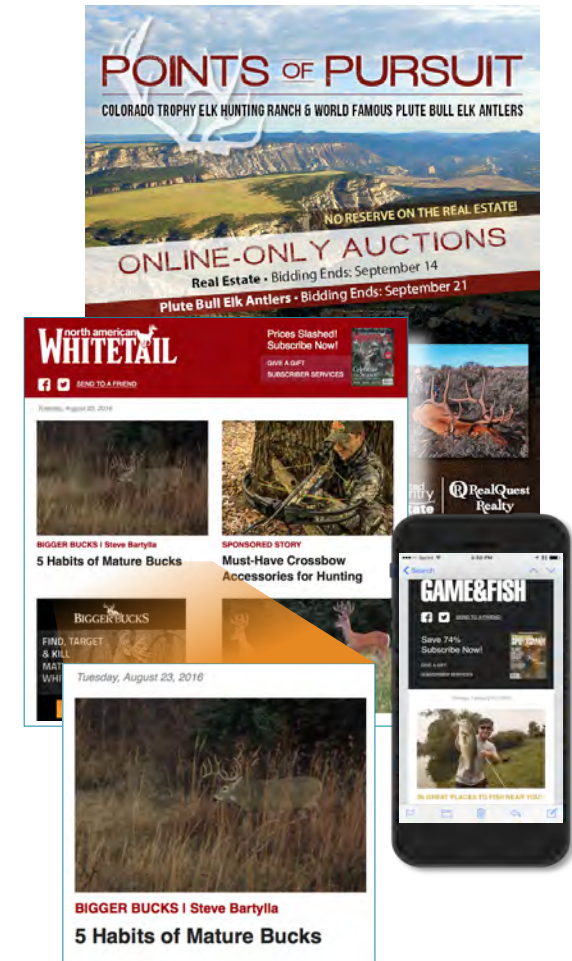
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

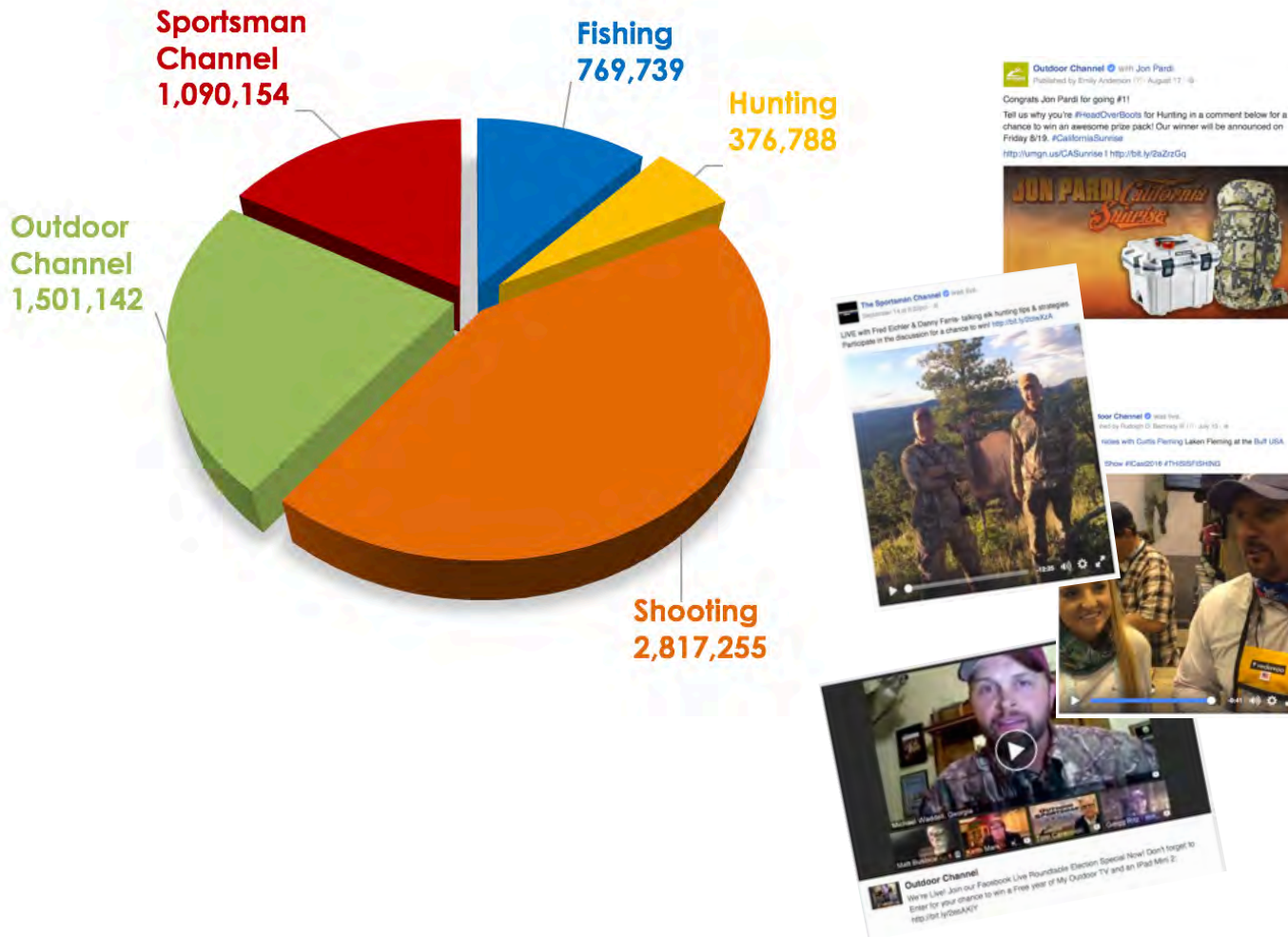
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



Over 6.6 Million Followers



PACKAGES

- Per Post Syndication
- Facebook Live Events
- Episodics
- Topics & Tips
- Products
- Hunt/Fish Roundtable
- Tradeshows
- Magazine Article Extension

- Sweeps
- Comment to Win
- Enter to Win

Activating Engagement
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.



HIGH IMPACT



Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$25
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

Contact your ad sales representative or visit www.outdoorsg.com/advertise/ for more information

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- **FB:** Suggested *90 character. It is recommended to keep character limits as short as possible.
- **TW:** 140-character limit.
- **IG:** No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

2018 CONTRACT & COPY REGULATIONS

Terms and Conditions:



1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the

publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.

6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless Outdoor Sportsman Group®, its affiliates, officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations

and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.

7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.

8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.

9. The publisher will hold the advertiser and/or its

advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.

10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.

11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

CONTINUED ►

2018 CONTRACT & COPY REGULATIONS

Terms and Conditions:



DIGITAL ADVERTISING REQUIREMENTS:

For advertisements prepared in InDesign, place the page layout document and all images (use Package) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

MEDIA:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size). *Upon completion of your upload to our advertising materials portal, please contact your Outdoor Sportsman Group® advertising materials manager immediately to let us know that your files are ready

to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

ADVERTISING MATERIALS PORTAL:

Outdoor Sportsman Group® maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The OSG Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your OSG advertising materials manager upon upload to the portal. Portal <http://osg.sendmyad.com>

PROOFS:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with

color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or FTP, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF of JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

FONTS:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

DOCUMENT SETUP:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum

one ad per document.

IMAGES:

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors: No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%.

2018 CONTRACT & COPY REGULATIONS

Terms and Conditions:



BUSINESS REPLY MAIL & FULL-PAGE ADVERTISING INSERTS:

Quantity: Please call the Production Manager 309-679-5085 for amount for specific months.

MINIMUM DIMENSIONS:

Cards should be 5 1/2" w x 3 5/8" h from backbone to face (outside edge). These measurements yield a return card of 5" w x 3.5" h. They will jog to foot and have .125" grind off. Deliver cards flat.

MAXIMUM DIMENSIONS:

Maximum size supplied is full trim size plus .125" four side trims, 8" w x 10 3/4" h for final trim size of 7 3/4" w x 10 1/2" h. Deliver cards flat. BRC cards of 5" w x 3 1/2" h can be removed from larger cards at perforations. Larger cards are also acceptable but will go to postcard rates for postage. Postcards require a minimum of .009" (9-point stock) and may not exceed .016" (16-point stock).

TRIM & LAP:

Inserts will jog to the foot, therefore, .125" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" w x 10 1/2" h.

LIVE MATTER:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

PERFORATION:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

POROSITY SPECS:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing

a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

DEADLINE:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 10th of the month.

SHIPPING & PACKING:

Please advise your printer to follow the specs above. Ship to: Account Manager - North American Whitetail, Quad Graphics, 1900 W Sumner St, Hartford, WI 53027. Blueline sample of insert must be

provided to the Production Manager for approval prior to printing.

POSTAL REQUIREMENTS:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 1/2" by 5", but not exceed 4 1/4" by 6". All business reply mail must comply with postal specifications.

MAIL/MISCELLANEOUS:

Send all advertising materials and insert bluelines to: Production Manager, North American Whitetail Magazine 2 News Plaza, 2nd Floor, Peoria, IL 61614 309-679-5085 kathryn.mcglathlen@outdoorsg.com

Audited by Audit Bureau of Circulation.



Annual Frequency: 8 times/year

Field Served: Magazine devoted to the serious trophy deer hunter.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION				
Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
118,430	9,268	127,698	None Claimed	

TOTAL CIRCULATION BY ISSUE													
Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Dec/Jan	89,578	993	90,571	23,743		23,743	114,314	10,711	23	10,734	124,032	1,016	125,048
Feb/Spring	89,923	907	90,830	26,208		26,208	117,038	10,732	19	10,751	126,863	926	127,789
Jun	81,050	905	81,955	41,985		41,985	123,940	6,300	17	6,317	129,335	922	130,257
Average	86,850	935	87,785	30,645		30,645	118,430	9,248	20	9,268	126,743	955	127,698

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION				
	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	86,850	935	87,785	68.7
Total Paid Subscriptions	86,850	935	87,785	68.7
Verified Subscriptions				
Public Place	29,451		29,451	23.1
Individual Use	1,194		1,194	0.9
Total Verified Subscriptions	30,645		30,645	24.0
Total Paid & Verified Subscriptions	117,495	935	118,430	92.7
Single Copy Sales				
Single Issue	9,248	20	9,268	7.3
Total Single Copy Sales	9,248	20	9,268	7.3
Total Paid & Verified Circulation	126,743	955	127,698	100.0

PRICES			
	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.08	
Average Subscription Price per Copy		\$1.51	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2016
- (3) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS					
Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	None Claimed	132,207	132,207		
6/30/2015	None Claimed	134,366	134,366		
6/30/2014	None Claimed	133,744	133,744		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

